

**Oklahoma Baptist University**  
**Paul Dickinson School of Business**  
**BBA - MARKETING (2014-2015)**

Name	ID#	OBU H/G	TRF H/G	HRS. NEEDED
<b>COMMON CORE (40 hours)</b>				
*BSAD 1111 Bus & Prof Careers	1			
<b>Religion - Select two from the following:</b>	6			
REL 1013 Old Testament				
REL 1023 New Testament				
REL 3073 Biblical Ethics				
ENGL 1153 English: Expos & Argument	3			
ENGL 1163 English: Classical Lit	3			
Laboratory Science (check prerequisites)	4			
PHED 1001 Wellness Lifestyle	1			
PHED Activity	1			
<b>Western Civilization (CIV I):</b>	6			
ENGL 2013 European Civ: Lit				
HIST 2013 European Civ: Hist				
<b>CIV option- Select one pair from the following:</b>	6			
ENGL 2023 Mod W. Civ: Lit				
HIST 2023 Mod W. Civ: Hist				
-or-				
ENGL 2033 World Civ: Lit				
HIST 2033 World Civ: Hist				
<b>Fine Arts - Select one from the following:</b>	3			
FNAR 2063 Arts & W. Culture				
FNAR 2163 Arts & Ideas				
<b>Mod Foreign Language/Multicultural Experience</b>	6			
Sp., Fr., Ger., (other as approved)				
Sp., Fr., Ger., (other as approved)				
<b>TOTAL HOURS (COMMON CORE)</b>				

Name	ID#	OBU H/G	TRF H/G	HRS. NEEDED
<b>FLEX CORE (12 hours)</b>				
MATH 1903 Calculus for Bus.	3			
MATH 2003 Basic Statistics	3			
ECON 2013 or 2023 Prin Econ: Macro or Micro	3			
BSAD 2003 Business Communications	3			
<b>TOTAL HOURS (FLEX CORE)</b>				
TRANSFER:				
Evaluated on _____				
Date				
By _____				
Name				

Name	ID#	OBU H/G	TRF H/G	HRS. NEEDED
<b>MAJOR (60 hours)</b>				
<b>Degree Core Courses</b>	45			
ACCT 2013 Principles of Accounting I	3			
ACCT 2023 Principles of Accounting II	3			
BLAW 3103 Business Law I	3			
BTEC 1103 Fluency in Info Tech	3			
BTEC 1123 Business Problem Analysis	3			
BTEC 2253 Web Design & Development	3			
BTEC 3503 Mgmt Info Syst	3			
BTEC 4403 Data Administration	3			
ECON 2013 or 2023 Prin. Econ Macro or Micro	3			
FIN 3403 Intro to Bus Finance	3			
MKTG 3303 Intro to Marketing	3			
MGMT 3203 Intro to Org Mgmt	3			
MGMT 3603 Intro to Mgmt Sci	3			
MGMT 4703 Business Ethics	3			
MGMT 4903 Business Policy (Capstone)	3			
<b>Specialized Courses</b>	15			
MKTG 3343 Selling/Sales Mgmt	3			
MKTG 4303 Marketing Research	3			
MKTG 4353 Marketing Management	3			
<b>Select Two of the Following:</b>				
MKTG 3333 Consumer Behavior & Advertising	3			
MKTG 3203 Small Business Marketing	3			
MKTG 3363 International Marketing	3			
<b>TOTAL HOURS (Major)</b>				

Name	ID#	OBU H/G	TRF H/G	HRS. NEEDED
<b>Minor (optional)</b>				
<b>ELECTIVES/PREREQS (to total 128 hours)</b>				
<b>TOTAL HOURS (ELECTIVES/PREREQS)</b>				
<b>GRAND TOTAL HOURS</b>				

► Check all other graduation requirements in catalog. Although the university seeks to provide continuing advisement, the ultimate responsibility of knowing and fulfilling those degree requirements listed in the catalog rests with the student.

► All students are required to demonstrate proficiency in written English in order to qualify for admission to advanced level work (courses numbered 3000-4999). Proficiency is demonstrated by earning a grade of "C" or higher in ENGL 1163.

► No more than 64 community college semester hours will be credited toward OBU degrees. Full credit is given for work completed in accredited senior college & universities depending on course content.

► In order to enroll in 3000- and 4000-level business courses, a student must meet all course prerequisites and must have earned at least 56 semester hours with a cumulative grade point average of 2.00 or above.

► Students may satisfy both the Modern Foreign Language and Multicultural Experience component of the Common Core requirement by successfully testing through the Intermediate Level of any of the language for which CLEP credit is available, by taking the beginning college level (I & II) of a language different than that studied in high school, by passing two semesters of a non-Western language, or by passing one semester of a Western language and a multicultural option.

\* Must be taken during one of the student's first two semesters at OBU.